



Empowerment Scholarship Account

External Customer Satisfaction Survey Report

**Fiscal Year 2014
(October 2013)**

Executive Summary:

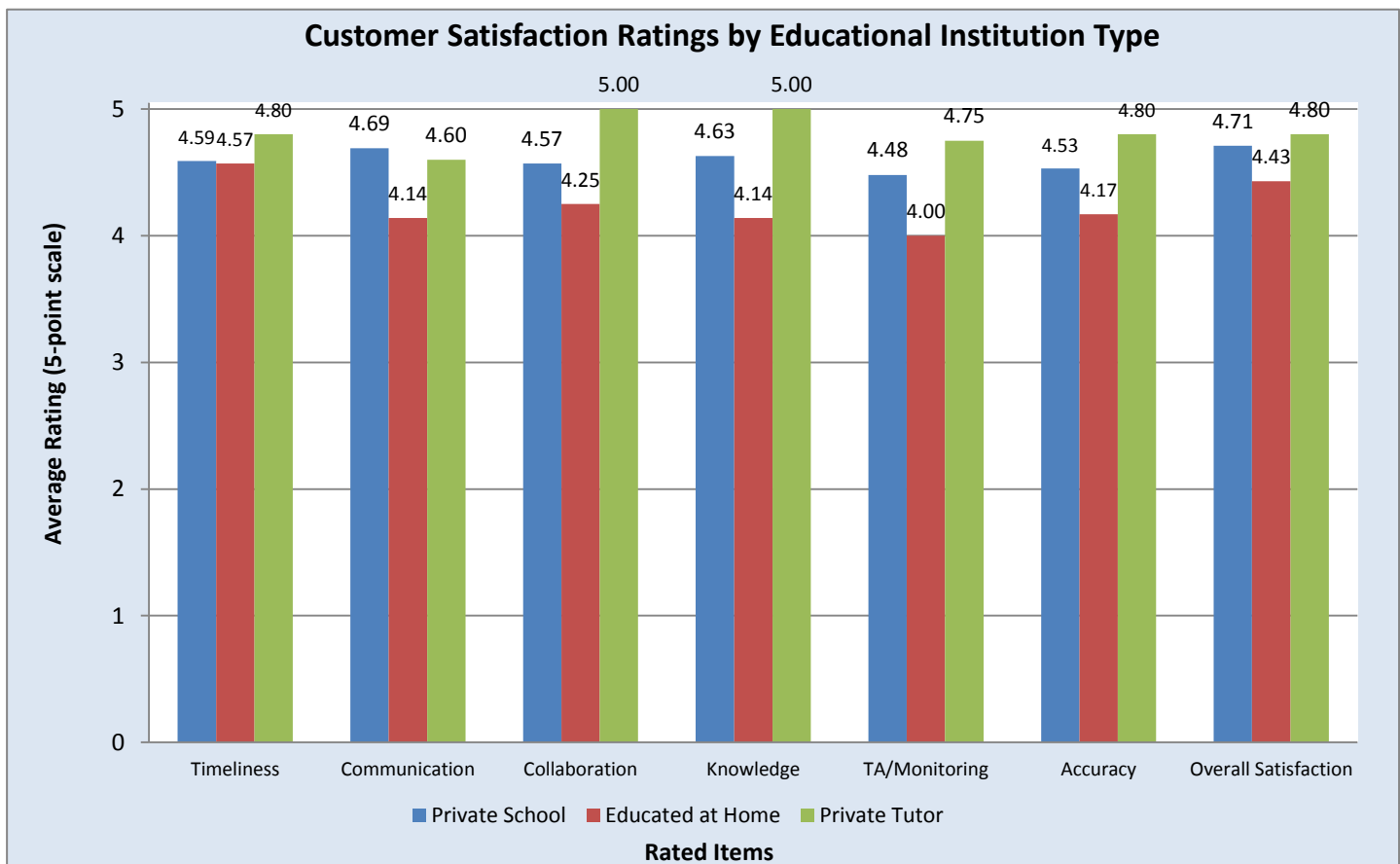
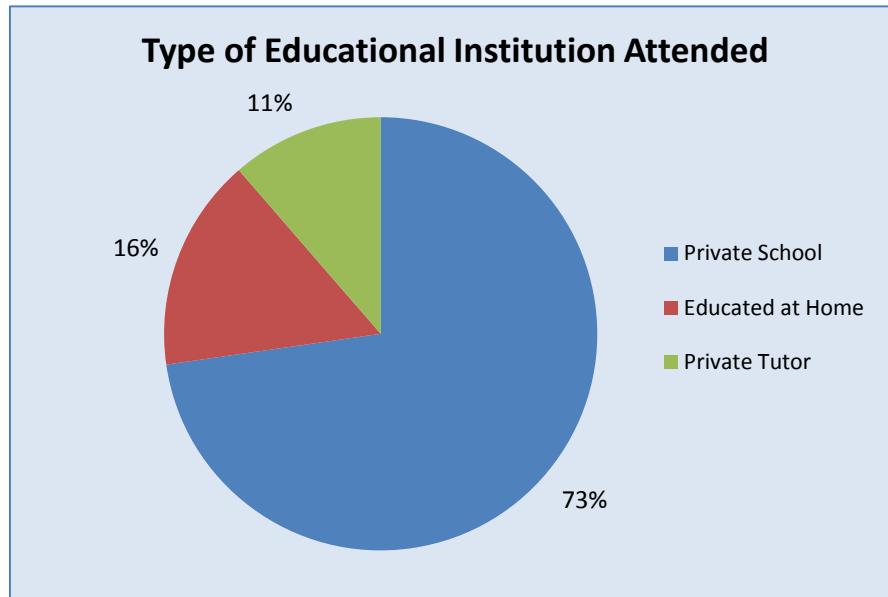
In October 2013, the **Empowerment Scholarship Account (ESA)** External Customer Satisfaction Survey was distributed to 212 individuals identified as direct customers. The purpose of this assessment was to measure external customer satisfaction on current ESA services, and to identify issues, problems and opportunities for improvement from our external customers' perspective.

Of the 43 respondents (20% response rate), 32 customers indicated their student attends a Private School.

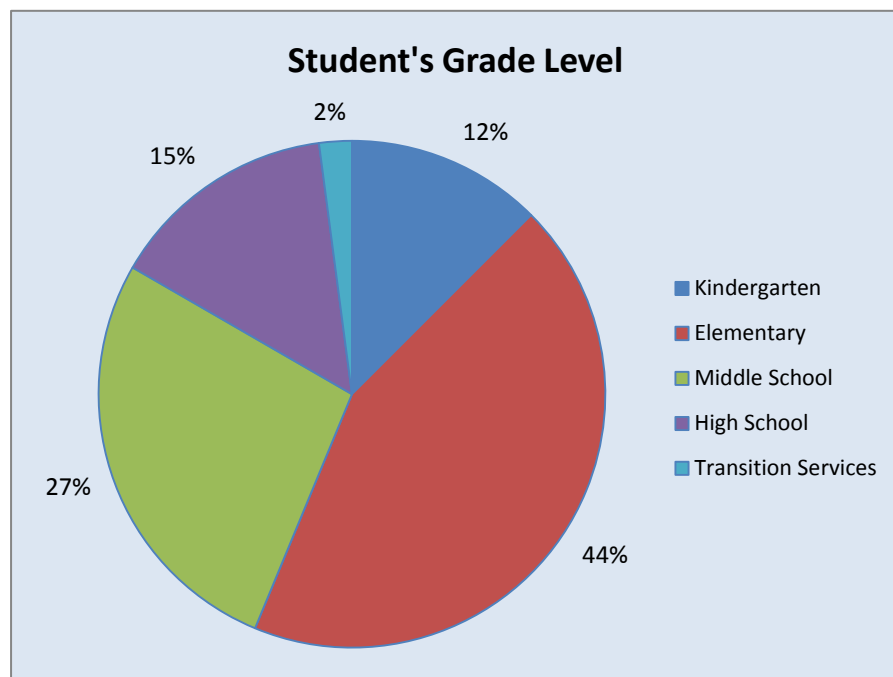
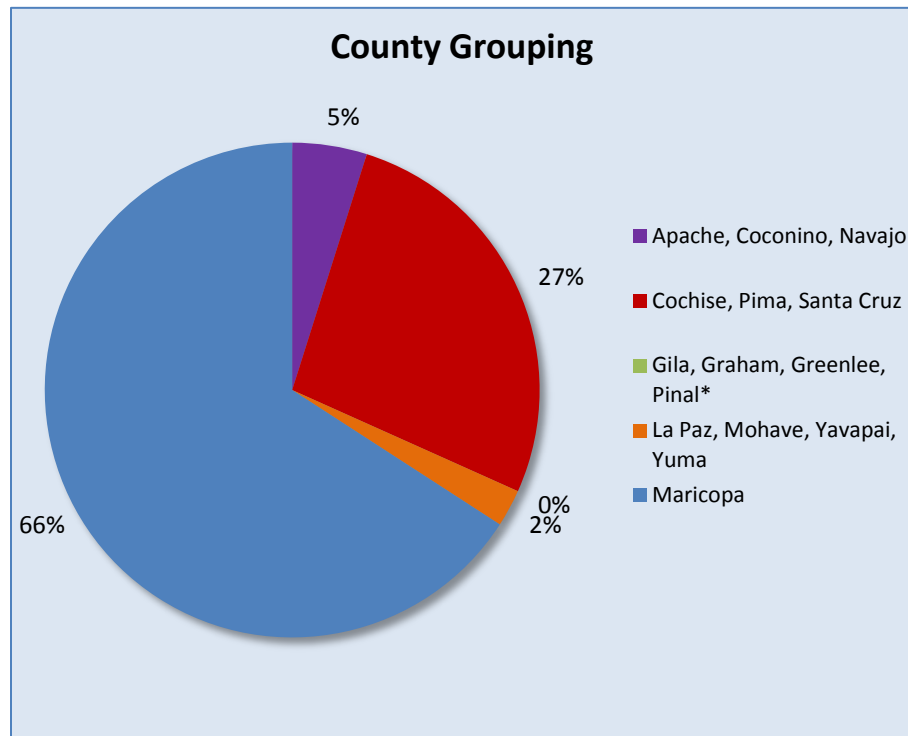
Respondents were asked to rate satisfaction with aspects of service using a five-point scale: Strongly Agree (5); Agree (4); Somewhat Agree (3); Disagree (2); Strongly Disagree (1). In addition, an overall satisfaction rating was requested, using the following scale: Outstanding (5); Above Average (4); Average (3); Needs Improvement (2); Poor (1).



Respondent Demographic Breakdown



The graphs above represent customer satisfaction ratings filtered based on type of educational institution.



*No respondents from Gila, Graham, Greenlee, Pinal county grouping